

Miraziz Zakhidov
Flash Research Assignment #8
Amazon Kindle
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Investing in a new foreign language learning game on the Amazon Kindle platform can bring a new stream of revenue to our company in the wake of the constantly growing tablet market. This application will allow users to play interactive games to learn new languages and improve their foreign language skills. Investing in this game will help our company to enter into a digital market and it will help us to generate additional revenue for our organization. The primary revenue stream will come from selling the game to users on the Amazon Kindle.

This game will allow users to learn new languages and improve their foreign language skills while having fun at the same time. It will have different features for learning phrases, numbers, useful words, spelling, and pronunciation. For example, users will be able to match words/phrases with pictures and animations in order to memorize them. It will also provide users with interactive quizzes that will help them to analyze their knowledge in a newly learned language. The game is very easy to play and users will be able to add any foreign language they desire to learn at an additional cost. Additionally, this game will also have translation capability, so users can type in any words or text in a foreign language to translate them to English or any other language they desire. It will also include a full English dictionary. This app can be useful for people who want to learn a new language and improve their foreign language skills.

The tablet sector is currently one of the biggest growing fields in the technology market. We are currently living in a highly global world and it is essential to know additional languages besides English. Investing in this digital product will initially include costs for development of the application including the use of hardware and software costs, but we would be making a great investment because it would increase our company's revenues. Users will need to purchase the app to use it. That will be our primary revenue stream. In the introduction stage of the game, we will provide this game through the Amazon Kindle platform for free for a period of 1 month. After the free 1 month trial ends, users will be able to buy the game for \$1.99 each and they can add any additional language for \$0.99 from the Amazon ecosystem. Investing in this fun language learning game through the Amazon Kindle platform will allow our company to enter into a digital market while bringing in an additional source of revenue.